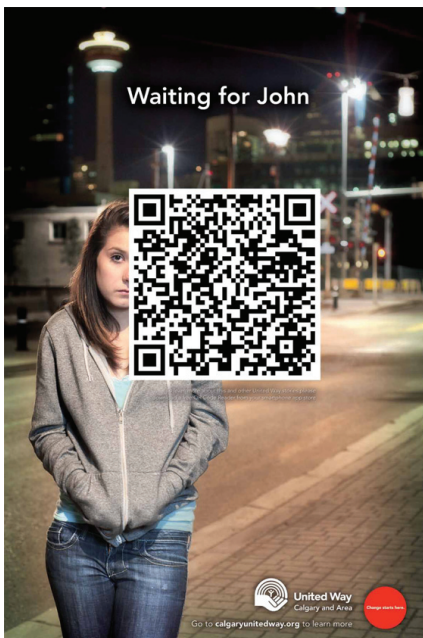


WHAT IS A QR CODE?

QR (Quick Read) codes connect the physical world to the Internet. It is basically a hyperlink, which is printed on a piece of paper, magazine, billboard, poster, etc. The beauty of QR codes is that you don't have to type in a URL; just scan the code and you are taken to its mobile website.

Any smartphone (BlackBerry, iPhone, Android) that is camera enabled can read QR codes with a free downloadable QR code reader.



HOW TO DOWNLOAD A QR READER TO YOUR SMARTPHONE:

First, make sure you have a web-enabled smartphone with a camera. From there, there are two ways to download a QR code reader:

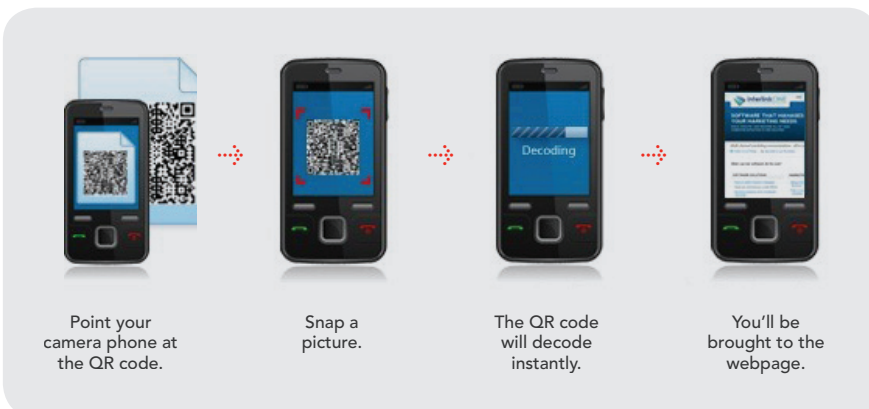
From Your Smartphone App Store

Search for a "QR reader" or QR scanner" in your smartphone App store. The most popular and most downloaded QR readers will appear at the top of the search results. Click "Download" or "Install" and it will be automatically added to your phone.



From Your Web Browser

If you do not have an App store enabled on your Smartphone, search for one in your Smartphone's web browser. Then download it to your smartphone and search for a QR code reader. The most popular and most downloaded QR readers will appear at the top of the search results. Click "Download" or "Install" and it will be automatically added to your phone.



HOW TO USE A QR CODE READER:

- 1 Open your QR code reader application.
- 2 Place your smartphone in front of the QR code so the code is fully visible on your screen.
- 3 Click to scan the code.
- 4 Your smartphone will automatically direct you to the QR code's landing site.